

## METHOD AND SYSTEM FOR SELECTING AND DESIGNING EYEGLASS FRAMES

### ABSTRACT OF THE DISCLOSURE

The present invention provides a method and apparatus for designing and visualizing the shape of eyeglass lenses and of the front rims of eyeglass frames, and for allowing the customer to modify the design by changing the shape and style interactively to suit his/her preference and perceived character. The present invention comprises an interface for a lens grinding machine that allows the retailer to manufacture the selected frame at the store for certain specified styles, or allows the retailer to transmit the shape and style data to a manufacturer that can implement the selected design and deliver it directly to the customer. Another embodiment of the present invention is to provide a method for designing, visualizing, modifying the shape and style of eyeglass lenses and frames remotely through the Internet or other communication channel, and to transmit the design to a manufacturer, which enables the customer to select and purchase eyeglasses directly from manufacturers.